

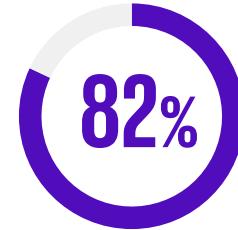


AI Quarterly Pulse Survey: Q2 2025

June 26, 2025



Business Value and Strategic Planning



AI is rewriting the playbook with 82% of leaders agreeing their industry's competitive landscape will look different in the next 24 months.

The top three areas where organizations will allocate Gen AI budget are cyber and data security (67%), risk and compliance (52%) and operations (48%).



Implementations are delivering returns, with productivity (**98% up slightly from 94% last quarter**) and profitability (**97% compared to 95%**) continuing to be considered the top ROI metrics followed by improved performance and work quality (**94% up from 87%**).

When it comes to demonstrating ROI to investors, profitability and established responsibility and governance policies were both the most important factors, according to **55%** of leaders.

This dynamic extends to the boardroom. Only **8%** believe they have "substantial" AI board expertise. The majority, **69%**, of leaders believe their board is "moderately" proficient on AI-related topics.

Yet, **45%** say their company's board is covering AI-related topics in every meeting, and another **41%** report AI-related topics are covered frequently.

Business Value and Strategic Planning

Chief Information Officers continue to lead AI-related strategies across the enterprise according to 87% of leaders.

The most important decision points in choosing an GenAI (LLM) provider include **data privacy** and **security** (74%), and **technology** and **expertise** (57%).

When it comes to how organizations are deploying agents, more leaders are planning to deploy a combination of pre-built and internally built agents, 51% up from 27% last quarter. 46% plan to buy a pre-built solution only (67% last quarter). Another 2% plan to only build an agent internally (5% last quarter).

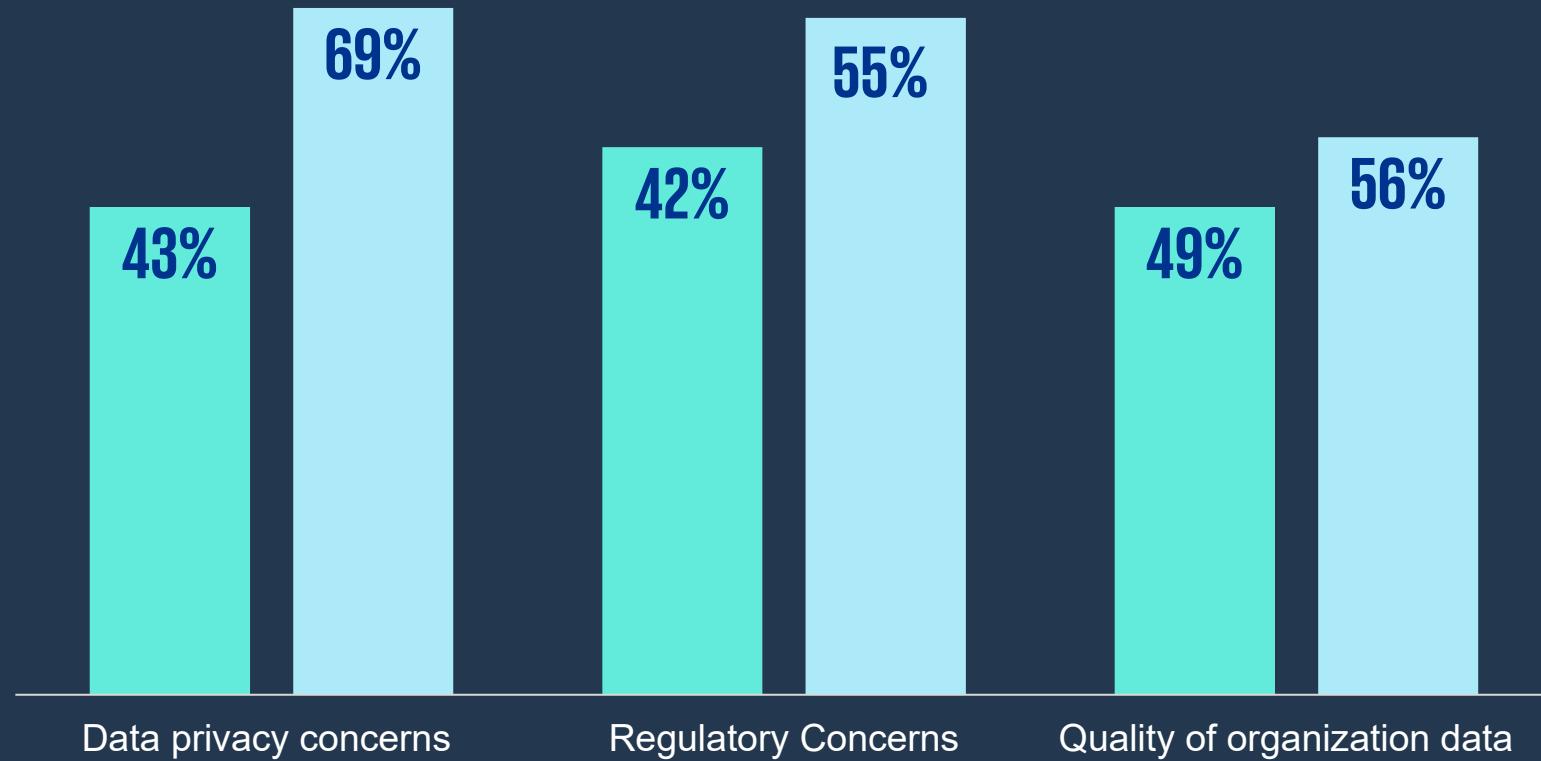
“Our clients are no longer asking 'if' AI will transform their business, they're asking 'how fast' it can be deployed. This isn't just about technology adoption, it's about fundamental business transformation that requires reimagining how work gets done and how it is measured.”

Todd Lohr, Head of Ecosystems and National Operations Leader for Advisory Markets

Challenges

Leader concerns about data privacy (**69% up from 43% in Q4 2024**), regulatory concerns (**55% up from 42%**), and data quality (**56% up from 49%**) are at their highest in three quarters.

- This Quarter
- Q4 2025



Agents

The majority of organizations (90%) are past AI-agent experimentation, 33% of which have achieved the deployment of at least some agents after two consecutive quarters at 11%.

Another 57% of organizations are piloting agents, down from 65%, and 10% are exploring the possibility of using agents, compared to 25% last quarter.

Nearly half of leaders (46%) are equally focused on efficiency and revenue growth as it relates to their AI agent strategies.

36%

Mostly focused on efficiency, with some exploration of new revenue opportunities

46%

Equally focused on efficiency and revenue growth

18%

Mostly focused on new revenue opportunities, with some efficiency gains

This acceleration, however, reveals continued challenges. The primary obstacles to agent deployment include technical skills gaps (59%), workforce resistance to change (47%), and system complexity (39%).

In the next 12 months leaders agree...

AI agents will prompt organizations to upskill employees currently in roles that will be displaced.

87%

AI agents will redefine performance metrics.

87%

AI agents will enhance job satisfaction by helping to manage workloads.

86%

AI agents will become valued teammates and contributors.

82%

AI agents will prompt the creation of new roles with a specialization in AI.

80%

Agents

Top approaches to training employees to be ready to work with agents include ...



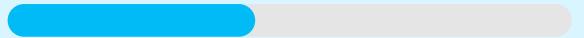
69%

Teaching prompt skills to maximize AI agent effectiveness.



49%

Creating agent-specific sandbox environments where employees can practice interacting with AI agents.



41%

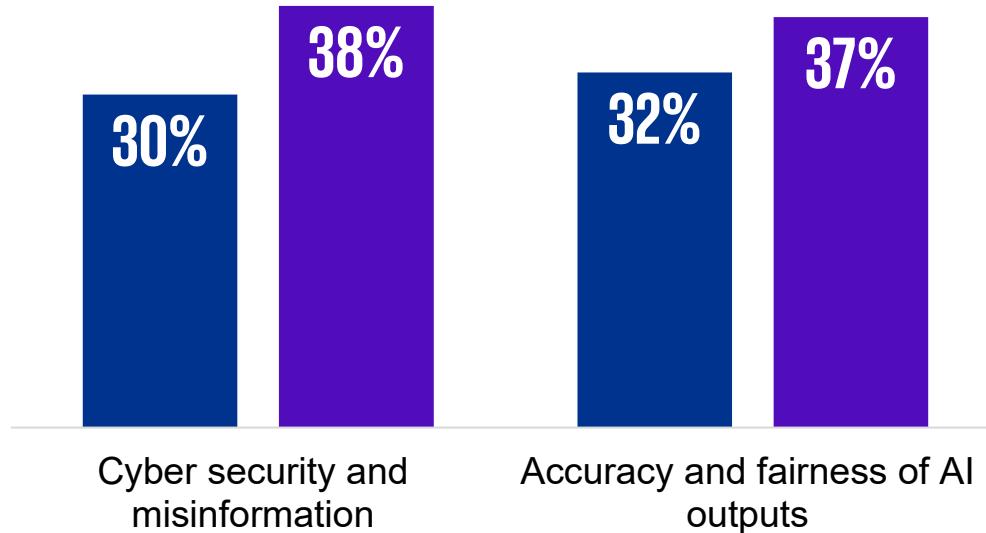
Implementing "AI agent shadowing" programs where employees observe experts working with agents.



39%

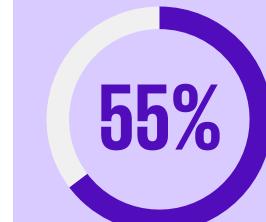
Developing role-specific guidelines for effective AI agent collaboration and delegation

Trust & Risk Mitigation



When it comes to society-wide challenges with AI between now and 2030, leaders believe misuse of AI by bad actors, including cybersecurity and misinformation, will now be the greatest challenge (38%, up from 30% in Q4 2025), followed by the trust in the accuracy and fairness of AI outputs (37%, up from 32%).

When it comes to mitigating risk with agents, leaders are showing evolving comfort levels...



are looking to deploy AI agents developed by trusted tech providers (down from 63%).

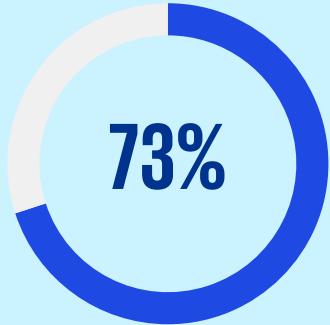


of leaders are not yet comfortable with autonomous agents and will require human-in-the-loop oversight (up from 28%)

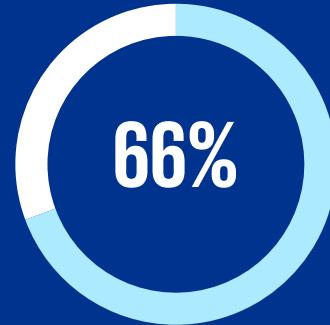


and another 45% are not allowing AI agents access to sensitive data without human oversight (down from 52%).

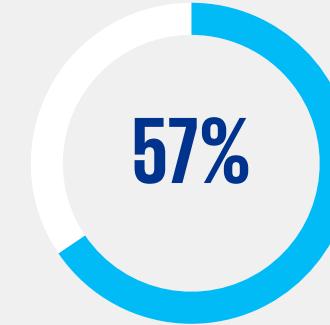
Potential Impact of Tariffs



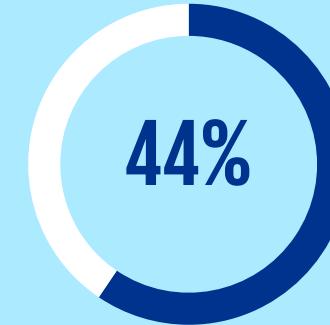
of leaders agree
tariffs will increase a
focus on AI efficiency
and optimization



of leaders agree
tariffs will increase the
cost of using AI for
their organization
(energy, data, etc.)



57% of leaders agree
tariffs will increase
their organization's
overall planned
investment in AI



of leaders agree
tariffs will encourage
the adoption of AI for
their organization



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